

## PATENT

AMENDMENT(S) TO THE CLAIMS

1. (previously presented) A method of displaying advertising messages in juxtaposition with program information on a visible portion of a display device located in a business establishment which provides displays of the program information for customers, comprising the steps of:

5        modifying the program information to occupy less than the entire visible portion of the display device thereby creating an open region;

         introducing an advertising message into the open region; and

         pseudo-randomly changing the advertising message independently of the displayed program information.

2. (original) The method of claim 1, wherein the open region comprises about fifteen percent of the visible portion of the display device.

3. (original) The method of claim 1, wherein there are a plurality of additional business establishments at locations separated from one another and from said business establishment location, and wherein there is at least one display device located at each additional location which provides displays of program information some of which is unrelated to the program  
5        information displayed at said business location, the method including the additional steps of:  
         modifying the program information at each additional business location to occupy less than the entire visible portion of the associated display device thereby creating an open region in the visible portion of each display device;

         introducing an advertising message into each open region; and

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10 periodically changing the advertising message independently of the displayed program information.

4. (original) The method of claim 3, wherein the step of periodically changing comprises transmitting new advertising messages from a source remote from each of the business establishment locations and from the program source locations.

5. (original) The method of claim 3, wherein separate individual entities own the business establishments and a further separate individual business entity owns the remote advertising source, advertising revenues being collected by the further separate entity and an amount totaling less than the advertising revenues is paid by the further separate entity to each of the separate  
5 individual entities for displaying the advertising to their respective customers.

6. (original) The method of claim 1, wherein the program information includes an audio portion which is unaffected by the step of modifying.

7. (original) The method of claim 1, wherein the program information is transmitted to the business establishment location from a program source remote from the business establishment location and the advertising messages are stored at the business establishment.

8. (original) The method of claim 7, wherein the step of modifying comprises:  
receiving the transmitted program information;  
demodulating the received signal:

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- 5 separating the demodulated signal into audio and video portions;  
removing the synchronization information from the video portion;  
converting the removed video portion to a digital form;  
combining the video portion digital form with an advertising message;  
converting the combined video portion digital form and advertising message to an analog  
form;  
10 recombining the audio portion and converted analog form; and  
superimposing the recombined portions on a radio frequency carrier for transmission to a  
plurality of conventional television receivers.

9. (original) The method of claim 7, wherein the step of periodically changing comprises  
transmitting new advertising messages from a source remote from both the business  
establishment location and the program source location.

10. (original) The method of claim 1, wherein the program information is stored on and  
played from a first storage device and the advertising messages are stored and played from a  
second storage device distinct from the first storage device and both storage devices are located  
at the business establishment.

11. (previously presented) The method of claim 10, wherein the step of periodically  
changing includes transmitting new advertising messages from a source remote from the business  
establishment location.

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12. (original) The method of claim 1, wherein a first entity owns the business establishment and a second distinct business entity owns the remote advertising source, advertising revenues being collected by the second entity and an amount less than the advertising revenues is paid by the second entity to the first entity for displaying the advertising to its  
5 customers.

13. (previously presented) A method of displaying locally stored information as part of a received television transmission, comprising the steps of:  
demodulating the received signal;  
reducing the effective display area required by the received video portion of the  
5 transmission to occupy less than the entire visible display area of a display device and thereby free-up a display device region adjacent a border of the visible display area;  
pseudo-randomly introducing the locally stored information into the video signal to occupy the freed-up region.

14. (original) The method of claim 13, wherein the step of reducing comprises:  
separating the demodulated signal into audio and video portions;  
removing the synchronization information from the video portion; and  
converting the removed video portion to a digital form.

15. (original) The method of claim 14, wherein the step of introducing comprises:  
combining the video portion digital form with an advertising message;  
converting the combined video portion digital form and advertising message to an analog

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form;

- 5 recombining the audio portion and converted analog form; and  
superimposing the recombined portions on a radio frequency carrier for transmission to a plurality of conventional television receivers.

16. (previously presented) A method of appending a message to previously created program information for presentation on a display device to clientele at a business establishment, comprising the steps of:

- 5 modifying the program information to occupy less than the entire visible portion of the display device thereby creating an open region;  
introducing an advertising message into the open region; and  
pseudo-randomly changing the advertising message independently of the displayed program information.

17. (previously presented) The method of claim 16, wherein the message content is unrelated to the information being displayed.

18. (original) The method of claim 16, wherein a first entity owns the business establishment, and further comprising an advertising source remote from the business establishment from which messages originate, the remote advertising source being owned by a second distinct business entity, advertising revenues being collected by the second entity and an amount less than the advertising revenues is paid by the second entity to the first entity for displaying the advertising to its clientele.

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19. (original) The method of claim 16, wherein the step of periodically changing the advertising message includes periodically transmitting messages to the business establishment location from a program source remote from the business establishment location, and storing the advertising message at the business establishment.

20. (New) A method of displaying advertising messages in juxtaposition with program information on a visible portion of a display device located in a business establishment which provides displays of the program information for customers, comprising the steps of:

- modifying the program information proximate to the display device to occupy less than the entire visible portion of the display device thereby creating an open region;
- introducing an advertising message into the open region; and
- periodically changing the advertising message independently of the displayed program information.

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